

CHANGE OR BE CHANGED!

We are in for a tough year ahead as the world begins to feel the impact of its worst economic crisis in decades and one that is set to be prolonged. Recession-stricken US is yet to see any flicker of light from the tunnel it has dug itself in and Europe is already reeling from the crunch. Analysts also doubt whether Brazil, Russia, India and China – countries touted as future economic dynamos, will be able to stem the slowdown. No country will be immune from the effects of the crisis and Malaysia, a major trading nation, has certainly been hit. Exactly how badly the full impact will be, remains to be seen.

The siren is blaring: *CHANGE OR BE CHANGED!* Many companies will not be able to survive 2009 and some will emerge crippled for life. What about your company? The “relentless” forces for change induced by the current economic crisis and other many factors including technology and globalisation will demand transformational leaders who can unleash more energy from employees and react to and lead change

Our 1-Day Leadership Programme will help you understand change - and succeed in a changing world. You will learn how you can accelerate the process of change in your organisation. By using examples of specific organisations, this programme will explain the what, why, and how of change. It is easy to use, easy to understand, and provides a system for using the **8-Step Process** for any organisation that wants to embrace change as opposed to dealing with it—as if it were like having a tooth pulled.

However, understanding the 8-Step Process is not enough. You need to learn how to engage your people to embrace change instead of fighting it. The central challenge in all the 8 Stages is “changing people’s behaviour”. Therefore, our approach for successful implementation of change is always about the “BEHAVIOUR” of people and behaviour change happens in highly successful situations mostly by speaking to people’s “FEELINGS”. This is true even in organisations that are very focused on analysis and quantitative measurement, even among people who think of themselves as smart in an MBA sense. In highly successful change efforts, people find ways to help others see the problems or solutions in ways that influence “EMOTIONS”, not just thought. Feelings then alter behaviour sufficiently to overcome all the many barriers to sensible large-scale change. Conversely, in less successful cases, this seeing-feeling-changing pattern is found less often, if at all. Therefore, we will be sharing compelling real-life stories, of how companies like Rockwell Collins, Berkshire Hathaway, and Southwest Airlines have been able to change and succeed. You will also discover how other organisations (Polaroid, and the US Labour Movement) that have failed to meet the challenges of change.

Finally, we like to share with you the **3 Secret Principles of Gung Ho** from one of the most famous business turnaround in USA – Walton #2. A revolutionary technique to boost enthusiasm and performance, and usher in astonishing results for any organisation, especially those which are facing tough times.

Change is more effective when people are shown a truth that influences their feelings, than if they are given analysis to shift their thinking. When you handle this reality well, you WIN!

Centre for Customer Care (CCC) Malaysia

(A one-stop centre dedicated to the achievement of customer service excellence)
Suite 3-1, Level 3, THE PLACE, No 1 Jln PJU 8/5G, Bandar Damansara Perdana,
47820 Petaling Jaya, Selangor Tel: +603-77104752 / 3152 Fax: +603-77100684
Website: www.centreforcustomercare.com
www.customereyes.net

Master Consultant for:



Introduction

- o The turbulent world today :
CRISIS or OPPORTUNITY
- o 2009 Theme: DARE TO BE
DIFFERENT
- o Have the “Change or Be
Changed “ Mindset

Leading the Change Revolution

- o What you can do to prosper in
an ever-changing world ?
- o Why some change efforts
succeed and others do not ?
- o Change Success Factor: Touch
the Emotions and Change the
Behaviour
- o The 8 –Step Change Process :
Learn and Implement
- o Using a shared fable as a
powerful instrument in your
change-the-organization toolbox.

Team Discussion

- o Brainstorming session based on
the 8-Steps Change Process
- o Applying to the present
workplace and making change a
profitable adventure and
venture.

GUNG HO – 3 SECRET PRINCIPLES FOR BUSINESS SURVIVAL

Organisations are ever challenged to stay on top in today's competitive business world, and the secret lies in their people or human capital - people at all levels of organisation.

Gung Ho! is a very practical training programme for managers and leaders, whose desire is to develop a strong, high motivated and cohesive team, and at the same time highly productive. Gung Ho is a phrase borrowed from the Chinese language meaning “Working Together”.

This module outlines foolproof ways to increase productivity by fostering excellent morale in the workplace. Gung Ho! is based on true story of how two managers save a failing plant to become one of the most successful turnarounds in the USA. They succeed by following the 3 core principles of Gung Ho:-

- 1) **helping employees see the importance of their work,**
- 2) **putting workers in control of their jobs and achieving goals, and encouraging and,**
- 3) **cheering one another on.**

To make learning more fun and realistic, the behaviours of 3 interesting animals - the squirrel, the beaver and the goose, are used to reinforce the above 3 core principles.

KEY LEARNING POINTS :

- a) **How to motivate employees by getting them to understand the importance of their contribution to the "big picture"**
- b) **How to gain employee commitment by establishing shared goals guided by enduring organisational values**
- c) **How to instil pride and respect in employees by giving them control over the work they perform and the goals they achieve**
- d) **How to generate enthusiasm by recognising progress and results**



If you take care of your customers, they will take care of your business!

Workshop Leader

DR. ALLEN TEH KEAT BENG

Dr. Allen Teh is the founder and Chief Executive Officer For the Centre for Customer Care (CCC) Malaysia. He has conducted extensive worldwide research on customer service as well as on customer behaviour related to business. His latest research was on Emotional Intelligence (EQ) and how that impacts business profitability through employees' work performance.

Dr. Allen Teh has more than 28 years of work experience in service operations as well as Human Resource Management, Management Consultancy and Training. He is an experienced Customer Service Consultant. Human Resource Consultant. Human Resource Professional as well as Executive Search Consultant. He has held senior managerial positions in diverse industries namely food and beverage, entertainment, manufacturing, property development and construction. insurance. oil-palm plantations and biotechnology. Dr. Allen Teh was also the Managing Consultant with Pricewaterhouse for a period of time as well as Regional Human Resource Manager (Asia-Pacific) for Syngenta, a Swiss agrobusiness conglomerate.



As a trainer and consultant, Dr. Allen Teh has trained for banks, governmental bodies, healthcare organisations, insurance companies, security firms, travel and tour agencies, vacation clubs, direct selling, property development, fast-food restaurants as well as call centres. Among the many organisations that have benefited from Dr. Allen Teh's programmes are: Maybank, Intel, B. Braun Medical Industries, Pantai Medivest, Pantai Mutiara Hospital, BESTA Corporation, Fairchild Semiconductors, UMW Toyota, Exxon Mobil, SEGI, Sinar Jernih, Fairpoint Plastics, Pelangi Bhd, Greenpacket, Packet One, Berjaya Vacation Club, and the list goes on.

Driven by an intense passion in customer service excellence and being a firm believer that customer service makes all the difference in business, Dr. Allen Teh is actively promoting and propagating this passion for customer service excellence in Malaysia and regionally. He welcomes everyone and anyone to join his crusade.

Dr. Allen Teh holds a Doctorate Degree in Business Administration from Southern Cross University, Australia and MBA from the University of Dubuque. Iowa. USA